

## CLAIMS

We claim:

- Sub A*
1. A method for designing an electronic transaction system comprising the steps of:
- (a) reviewing existing direct sales screening processes to ensure current policy compliance;
  - 5 (b) creating new screening processes to minimize commercial risk in an electronic transaction;
  - (c) integrating the existing direct sales screening processes and new screening processes;
  - (d) determining and implementing legal terms and conditions for  
10 the electronic transactions;
  - (e) forming electronic media for steps (a) through (d); and
  - (f) posting the electronic media on a global communications network.
2. The method of claim 1 further comprising the steps of:
- reducing end user risks by reducing transaction variation and by establishing a global registration process;
  - setting electronic commerce guidelines for site design managers;
  - 5 determining status of contractual jurisdictional compliance;

developing region specific legal checklists and training to ensure compliance;

developing regional resource reference pools using e-mail, public folders, and other electronic tools to disseminate information;

10

designing add-on modules to ensure an enhanced end user experience;

drafting agreements with exclusions to exclusive relationships;

integrating with PRD systems;

tracking all new electronic commerce generated offers; and

tracking product/service offerings online through customer surveys.

3. The method of claim 1 further comprising the steps of:

selling medical devices for use by licensed end user;

selling only to authorized distributors;

complying with international trade control regulations;

5

ensuring all transactions comply with internal anti-money laundering  
policies; and

ensuring all transactions comply with applicable jurisdictional law on  
data protection.

4. The method of claim 1 further comprising the steps of:

considering impact of applicable regulations on electronic sales  
transactions;

creating regulation compliance procedures;

5

implementing regulation compliance procedures;  
integrating OTR processes with electronic order collection;  
developing customer credit worthiness procedures;  
ensuring customer credit worthiness procedures are implemented and  
followed;

10

and

ensuring review of all electronic transactions by key project personnel;  
collecting payment electronically for delivery of medical device.

5. The method of claim 1 further comprising restricting sales in at least one product category to include: medical equipment and product/service information pertaining to medical equipment and services.

6. The method of claim 1 further comprising developing a supplier system with network of computers having a first tier computer system programmed to receive and ensure the completeness of the customer data, as well as a second tier computer system programmed to receive the customer data from the first system and  
5 ensure that the customer is an authorized purchaser of the desired product.

7. The method of claim 1 further comprising the step of developing a computer program on a computer readable medium which, when executed by one or more computers, causes the one or more computers to:

acquire customer information comprising an account number, if any, and a  
5 product order specifying a desired product from a customer at a user interface, so that  
the customer may access an automated seller facility having unrestricted and  
restricted product categories;

10 determine whether the desired product is in the restricted product category,  
and if so, then checking whether the user is an authorized buyer of such restricted  
product;

15 accept the product order if either the customer is an authorized buyer of  
products in the restricted products category or if the desired product is in the  
unrestricted product category, thereby indicating the customer and the product order  
have been accepted for purchasing the desired product, and if not, reject the product  
order.

8. The computer readable medium of claim 7 wherein the restricted  
product category can include at least one of: medical equipment and product/service  
information related to medical services and equipment; and  
wherein the product order is a purchase offer in which the customer offers to purchase  
5 the desired products, and wherein a contract is not formed until the offer to purchase  
is accepted by the automated seller facility after pre-specified conditions are satisfied.

9. The computer readable medium of claim 7 wherein the acquisition of  
customer information further includes a confirmation that each required field in the

user interface has been completed, and if it has not, then customer access is restricted until all required fields are complete;

5                wherein the customer information further includes a method of payment, and if the customer and order have been authorized, then checking whether the method of payment is an authorized method of payment for that customer; and wherein the computer program stored thereon further causes the one or more computers to check whether the customer has changed the legal terms and conditions  
10              defined in the user interface of the product purchase offer, and if so, ensuring that such changes are satisfactory to the automated seller facility.

10.        The computer readable medium of claim 7 wherein the computer program stored thereon further causes the one or more computers to create and send an offer declination if pre-specified conditions are not satisfied;

5                wherein the computer program stored thereon further causes the one or more computers to provide a pre-populated form in response to an account number entry by an existing customer requiring customer confirmation of data therein; wherein the act of acceptance of the product order is further defined as requiring an assurance that the customer is not in a restricted location and that the desired product is not being shipped to a restricted location; and

10              wherein the computer program stored thereon causes the one or more computers to further check whether the customer is one of a licensed purchaser of medical equipment and an authorized distributor of medical equipment, when checking whether the customer is an authorized buyer, and the restricted products are further defined to include medical equipment.

11. A method of forming a proposal for doing business on a global communications network comprising the steps of :

- (a) determining available products/services;
- (b) identifying types of possible transactions based on the available products/services;
- (c) approaching a subject matter expert for a business modality to obtain subject matter data;
- (d) preparing an electronic document template for each specific transaction to reduce transaction variation;
- (e) creating a global communications network filter mechanism to minimize legal/regulatory risks; and
- (f) presenting a proposal based on steps (a)-(e) to a head of the business modality for approval.

12. The method of claim 11 further comprising the steps of:  
reducing end user risks by reducing transaction variation and by establishing a global registration process;  
setting electronic commerce guidelines for site design managers;  
determining status of contractual jurisdictional compliance;  
developing region specific legal checklists and training to ensure compliance;

developing regional resource reference pools using e-mail, public folders, and other electronic tools to disseminate information;

10

designing add-on modules to ensure an enjoyable end user experience;

drafting agreements with exclusions to exclusive relationships;

integrating with PRD systems;

tracking all new electronic commerce generated offers; and

tracking product/service offerings online through customer surveys.

13. The method of claim 11 further comprising the steps of:

selling medical devices for use by licensed end user;

selling only to authorized distributors;

complying with international trade control regulations;

5

ensuring all transactions comply with internal anti-money laundering policies; and

ensuring all transactions comply with applicable jurisdictional law on data protection.

14. The method of claim 11 further comprising the steps of:

preparing a high-level process map;

considering impact of the high-level process map;

preparing electronic red flag checklists which follow the high-level

5

process map;

contacting key personnel to answer queries;

contacting key personnel to provide background data;  
approving site design and site contents prior to release; and  
releasing site for viewing by potential customers over a global communications  
10 network.

5  
10  
15  
20  
25  
30  
35  
40  
45  
50  
55  
60  
65  
70  
75  
80  
85  
90  
95  
100  
105  
110  
115  
120  
125  
130  
135  
140  
145  
150  
155  
160  
165  
170  
175  
180  
185  
190  
195  
200  
205  
210  
215  
220  
225  
230  
235  
240  
245  
250  
255  
260  
265  
270  
275  
280  
285  
290  
295  
300  
305  
310  
315  
320  
325  
330  
335  
340  
345  
350  
355  
360  
365  
370  
375  
380  
385  
390  
395  
400  
405  
410  
415  
420  
425  
430  
435  
440  
445  
450  
455  
460  
465  
470  
475  
480  
485  
490  
495  
500  
505  
510  
515  
520  
525  
530  
535  
540  
545  
550  
555  
560  
565  
570  
575  
580  
585  
590  
595  
600  
605  
610  
615  
620  
625  
630  
635  
640  
645  
650  
655  
660  
665  
670  
675  
680  
685  
690  
695  
700  
705  
710  
715  
720  
725  
730  
735  
740  
745  
750  
755  
760  
765  
770  
775  
780  
785  
790  
795  
800  
805  
810  
815  
820  
825  
830  
835  
840  
845  
850  
855  
860  
865  
870  
875  
880  
885  
890  
895  
900  
905  
910  
915  
920  
925  
930  
935  
940  
945  
950  
955  
960  
965  
970  
975  
980  
985  
990  
995

15. The method of claim 11 further comprising the steps of:  
considering impact of applicable regulations on electronic sales  
transactions;  
creating regulation compliance procedures;  
implementing regulation compliance procedures;  
integrating OTR processes with electronic order collection;  
developing customer credit worthiness procedures;  
ensuring customer credit worthiness procedures are implemented and  
followed;  
ensuring review of all electronic transactions by key project personnel;  
and  
collecting payment electronically for delivery of medical device.

16. The method of claim 11 further comprises the step of developing an  
electronic contract to allow a customer to purchase a desired product after accepting a  
purchase offer from the customer.



17. A method of conducting electronic commerce over a global network comprising the steps of:

proposing an interactive global communications network site;

5 preparing a list of product and service offerings to be made available through the interactive site;

creating content for the interactive site;

defining legal issues and legal issue impact before and after site rollout;

10 incorporating uniform global standard terms and conditions in an agreement for sale of products and services through the interactive site;

preparing an agreement with a financial institution to govern electronic payment for a product or service sold through the interactive site;

developing electronic commerce exclusion clauses for inclusion into traditional third party contracts;

15 approving the interactive site as ready for commerce; and

posting the interactive site on a global network for use by potential customers.

18. The method of claim 17 further comprising the steps of:

before the posting step reducing end user risks by reducing transaction variation and by

establishing a global registration process;

5 setting electronic commerce guidelines for site design managers;

determining status of contractual jurisdictional compliance;  
 developing region specific legal checklists and training to ensure compliance;  
 developing regional resource reference pools using e-mail, public  
 10 folders, and other electronic tools to disseminate information;  
 after the posting step designing add-on modules to ensure an acceptable end user experience;  
 drafting agreements with exclusions to exclusive relationships;  
 integrating with PRD systems;  
 15 tracking all new electronic commerce generated offers; and  
 tracking product/service offerings online through customer surveys.

19. The method of claim 17 further comprising the steps of:  
 selling medical devices for use by licensed end user;  
 selling only to authorized distributors;  
 complying with international trade control regulations;  
 5 ensuring all transactions comply with internal anti-money laundering policies; and  
 ensuring all transactions comply with applicable jurisdictional law on data protection.

20. The method of claim 17 further comprising the steps of:

considering impact of applicable regulations on electronic sales transactions;

creating regulation compliance procedures;

5 implementing regulation compliance procedures;

integrating OTR processes with electronic order collection;

developing customer credit worthiness procedures;

ensuring customer credit worthiness procedures are implemented and followed;

10 ensuring review of all electronic transactions by key project personnel;

and

collecting payment electronically for delivery of medical device.

21. The method of claim 17 further comprising the steps of:

providing a user interface for customer access to an automated seller facility having unrestricted and restricted product categories, the access taking place over a computer network, the user interface allowing a customer to enter customer data to  
5 purchase products from the automated seller facility;

receiving the customer data comprising an account number, if any, and a product order, specifying a desired product from the customer over the computer network;

determining whether the desired product is in the restricted product category,  
10 and if so, then checking whether the customer is an authorized buyer of such restricted product; and

accepting the product order only if at least one of at least two conditions are satisfied, the at least two conditions comprising: if the customer is an authorized buyer of restricted products and if the desired product is in the unrestricted product category, thereby indicating the customer and the product order have been accepted for purchasing the desired product, and if not, rejecting the product order.

22. The method of claim 17 further comprising the step of determining whether the desired product is in a restricted product category, and if so, then checking whether the customer is an authorized buyer of such restricted product and further including requesting permission to check the customer's credit status, and if permitted, checking the credit status, and if not, rejecting the purchase offer.

23. A method of electronic sale of medical devices comprising the steps of:

- considering impact of applicable regulations on electronic sales transactions;
- creating regulation compliance procedures;
- implementing regulation compliance procedures;
- integrating OTR processes with electronic order collection;
- developing customer credit worthiness procedures;
- ensuring customer credit worthiness procedures are implemented and followed;

ensuring review of all electronic transactions by key project personnel;  
and  
collecting payment electronically for delivery of medical device.

24. The method of claim 23 wherein the key project personnel may include one of the following: internal end users; regional business leaders; department heads; e-commerce business unit leaders; information technology personnel; sourcing personnel; finance personnel; marketing personnel; website managers; regional legal counsel; corporate information technology practice group personnel; compliance personnel; and tax specialists.

25. The method of claim 23 further comprising the steps of:  
teleconferencing key project personnel on a regular basis;  
summarizing project milestones and action items via electronic mail;  
and  
reviewing of project periodically by key project personnel.

26. The method of claim 23 further comprising the step of dividing business units geographically and allocating key project personnel by continent.

27. The method of claim 23 further comprising the steps of:  
preparing a high-level process map;

considering impact of the high-level process map;  
preparing electronic red flag checklists which follow the high-level  
5 process map;  
contacting key personnel to answer queries;  
contacting key personnel to provide background data;  
approving site design and site contents prior to release; and  
releasing site for viewing by potential customers over a global communications  
10 network.

28. The method of claim 23 further comprising the steps of:  
selling medical devices for use by licensed end user;  
selling only to authorized distributors;  
complying with international trade control regulations;  
5 ensuring all transactions comply with internal anti-money laundering  
policies; and  
ensuring all transactions comply with applicable jurisdictional law on  
data protection.

29. The method of claim 23 further comprising the steps of:  
reducing end user risks by reducing transaction variation and by  
establishing a global registration process;  
setting electronic commerce guidelines for site design managers;  
5 determining status of contractual jurisdictional compliance;

developing region specific legal checklists and training to ensure compliance;

developing regional resource reference pools using e-mail, public folders, and other electronic tools to disseminate information;

designing add-on modules to ensure an enjoyable end user experience;

drafting agreements with exclusions to exclusive relationships;

integrating with PRD systems;

tracking all new electronic commerce generated offers; and

tracking product/service offerings online through customer surveys.

006077 84607 650